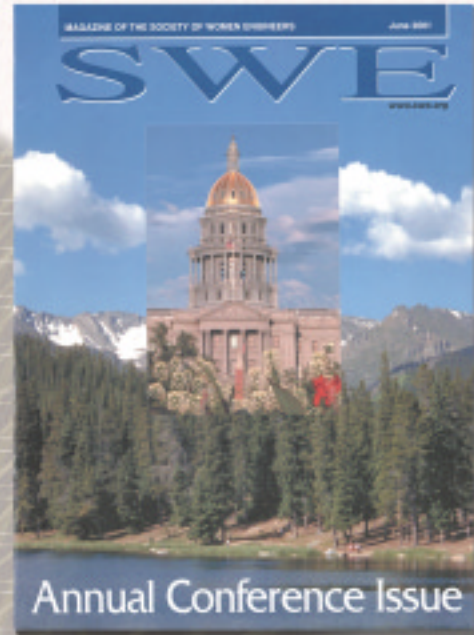


Advertising Information for

SWE Magazine



Including the SWE Online Career Fair

2002-2003

New in 2002

The SWE National Conference will be held in the Fall, beginning in 2002. It will be hosted by the Detroit section October 9-12. This new date reflects the input of recruiters looking to align the event with their recruiting season and will provide members with a dynamic career fair to bring their resumes and skills to. We look forward to seeing you there and including your message in the **2002 Conference Issue**.

SWE Magazine is the Award Winning *Official Magazine of the Society of Women Engineers*, a non-profit professional, technical and educational service organization dedicated to serving women and men engineers throughout their careers. The Society also provides career guidance and outreach to students aspiring to enter the engineering profession. **SWE** Magazine is published five times annually.

Circulation includes direct mail to approximately 16,000 SWE members and student members, plus corporations and universities throughout the United States, Canada and Puerto Rico. SWE professional members are involved in over 80 SWE sections in the U.S. and an active members-at-large organization worldwide. SWE student members are involved in 302 student sections at leading colleges and universities in the United States and Puerto Rico.

Compelling Editorial

SWE Magazine focuses on items of interest to members, including:

- Achievements and accomplishments of technical women
- Career development
- Activities within the Society
- Career guidance for and outreach to students
- Insight, awareness and solutions to women's issues in the workplace
- Technical themes

Advertising Benefits

- Direct mailing to all SWE Members
- Extensive reach to both professionals and students
- Career-related editorial enhances the impact of your recruitment advertising
- Complimentary links to advertiser's homepage from SWE Online Career Fair
- Competitive cost-per-thousand
- Complimentary job postings on Jobmatch™

Mission Statement

The Society of Women Engineers stimulates women to achieve full potential in careers as engineers and leaders, expands the image of the engineering profession as a positive force in improving the quality of life, and demonstrates the value of diversity.

Academic Advertising

Advertising from academic institutions will receive a special discount of 33% off the display advertising rate. Copy for these ads should be sent via e-mail should you wish it to be typeset by SWE. Please e-mail to: swe@unidiversity.com.

SWE Heritage Club



The SWE Heritage Club is designed specifically to recognize organizations that publicly support the Society by advertising in **SWE Magazine**. Each **SWE Heritage Club** advertiser receives:

- A listing on the first page of each issue of **SWE Magazine**.
- Top button/logo on SWE's Online Career Fair
- Preferred positioning in the magazine
- A commemorative plaque from SWE in recognition of the advertiser's support. This plaque will be presented at the SWE Conference by a SWE Officer if the advertiser attends the event in Detroit.
- Frequency discounts on advertising space in **SWE Magazine**.
- The option of a 2% discount for prepayment of advertising.
- Unlimited access to the SWE Resume Database and Jobmatch™ posting services

To qualify for the **SWE Heritage Club**, an employer must appear in four issues of **SWE Magazine** with a full page advertisement over a twelve month period.

Advertisers in **SWE Magazine** automatically receive a web link from **SWE's Online Career Fair**

Your participation in SWE Magazine also includes a bonus web link from SWE's Online Career Fair and in most cases, job posting on SWE's JobMatch service. The Online Career Fair of SWE's site is promoted in every issue of the magazine and is open to all visitors as a resource to identify potential employers. All

full-page advertisers have their logos on the page, as well as a text link on the right. Advertisers with fractional pages receive a text link that appears in the appropriate level (see right for levels) and receive the corresponding complimentary 30 day postings.

Links remain live for two months and will connect to your homepage, unless otherwise requested. To view

the current SWE Online Career Fair, visit

www.swe.org and select the "Online Career Fair" link on the left hand side.



PLATINUM LEVEL

Full page advertisers

- Includes four postings

Includes a 100 x 70 pixel logo

GOLD LEVEL

Half page and 2/3 page advertisers

- Includes two postings

SILVER LEVEL

One-third page advertisers

- Includes one posting

BRONZE LEVEL

Quarter Page advertisers

Publishing Schedule/Editorial Calendar

	ISSUE	AD SPACE	MATERIALS DUE
Fall 2002	Back to School Conference Preview	July 16	July 23
Conference 2002 Issue	Detroit	August 20	August 27
Winter 2003	Careers/Conference Highlights	November 12	November 19
Spring 2003	Diversity/Women's History	January 14	January 21
Yearbook 2003	Special Issue	March 7	March 14

ADVERTISING RATES

Black and White—Gross Rate, per issue

Size	1x-2x	3x-4x	5x
Full Page	\$4,875	\$4,765	\$4,655
2/3 Page	\$3,745	\$3,675	\$3,595
1/2 Island	\$3,015	\$2,970	\$2,895
1/2 Page	\$2,865	\$2,830	\$2,760
1/3 Page	\$2,125	\$2,075	\$1,995
1/4 Page	\$1,765	\$1,715	\$1,620

SPECIFICATIONS

Size	Width	x	Height
Full Page Bleed	8 ⁵ / ₈	x	11 ¹ / ₄
Trim	8 ³ / ₈	x	10 ⁷ / ₈
Full Page (Live area)	7 ¹ / ₄	x	10
2/3 Page	4 ³ / ₄	x	10
1/2 Page Island	4 ³ / ₄	x	7 ³ / ₈
1/2 Page Vertical	3 ¹ / ₂	x	10
1/2 Page Horizontal	7 ¹ / ₄	x	5
1/3 Page Vertical	2 ¹ / ₄	x	10
1/3 Page Square	4 ¹ / ₂	x	5
1/4 Page	3 ¹ / ₂	x	5

ADDITIONAL INFORMATION

Published rates are 15% commissionable to recognized agencies. Payment terms are net 30 days. Publisher reserves right to suspend agency commission for past due invoices. Cancelled orders must be received, in writing, by the space deadline. Cost of special handling of display ads, such as reshooting art to meet standard requirements, typesetting or creating artwork, will be billed to the advertiser at cost.

MAILING INSTRUCTIONS

All display advertising materials and instructions, including contracts, insertion orders and other correspondence should be sent to:

SWE Magazine
2350 Cinnamon Ridge Road
Charlottesville, VA 22901-8993

For display advertising information or questions, contact

UniDiversity

Phone: 434-244-9776 Fax: 781-998-8587 e-mail: swe@unidiversity.com

Website: www.UniDiversity.com

Color

2-Color Additional \$795
 4-Color Additional \$1,195

Covers

Back Cover: 4-Color page rate plus 15%
 Inside Front and Back Cover:
 4-color page rate plus 10%

Bleed

Rate: Additional 10%

SWE

Is a Direct to Plate Publication

ELECTRONIC SUBMISSION

MAC-based files only: QuarkXPress 4.0, PhotoShop 5.5 and Illustrator 8.0

Provide all support files

Do not nest EPS files in EPS files

CMYK color breaks (no RGB images)

Tiffs at 300 dpi

B&W line art at 1200 dpi

Provide a color proof for color ads

Provide a laser proof for black and white ads

QuarkXPress 4.0

- Build pages to trim size and extend bleed 1/8"
- All elements must be placed at 100% or less at equal proportions
- Do not apply style attributes to fonts
- Use postscript fonts only (TrueType fonts will be substituted to closest match postscript)
- Collect for output and include all fonts (screen and printer including those contained in EPS files)

If you don't use QuarkXPress supply an EPS or tiff file that can be placed in a Quark document, send all support files and create text to outline when possible.

SUPPLIED MATERIALS

- Zip 100mb Disks
- CD Rom

Ask your sales representative for any additional electronic specifications

REPRODUCTION REQUIREMENTS

Negatives preferred. Right reading emulsion side down. Velox or 600 dpi laser print acceptable. Line screen 133. Matchprint or chromalin required for four-color ads. PMS-color number required for 2-color. Match print and file directory should be included.